

ABSTRACT OF THE DISCLOSURE

A method and apparatus for conducting a promotion and for distributing promotions to potential users provide a merchant or promotion organizer flexibility in the way they conduct the promotion as well as an ability to change one or more aspects of the promotion during the operation of the promotion. One or more outcomes are generated by a controller and provided to a user. In addition, one or more codes which allow the outcomes to be revealed or unlocked are generated by the controller and provided to an intermediary. In exchange for completing or satisfying a qualifying action or criteria, the user may receive a code from the intermediary. The user can then unlock an outcome to reveal a prize, benefit, symbol, value, etc., associated with the unlocked outcome. The user may provide a redemption request to either the controller or the intermediary based on the unlocked outcome to receive a benefit or prize associated with the unlocked outcome.

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